

Message Text

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PA-02 SIL-01 ICA-20 /058 W
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TO SECSTATE WASHDC 2929
USDOC WASHDC
INFO EC CAPITALS

UNCLAS SECTION 1 OF 2 THE HAGUE 3753

E.O. 11652: N/A
TAGS: BEXP AFSP NL
SUBJ: FY-78 CCP THIRD QUARTER PROGRESS REPORT

REFS: (A) THE HAGUE 1876, (B) THE HAGUE 120, (C) IMC COLOGNE/
USDOC TELEX MAY 27 ON PETROTECH '78.

1. SUMMARY: THIRD QUARTER ACTIVITIES WERE HIGHLIGHTED BY THE SUCCESSFUL PROMOTION AND SUPPORT OF THE U.S. PAVILION AT PETROTECH '78, WHICH PRODUCED ALMOST \$40 MILLION IN SALES DURING THE SHOW AND PROJECTED OVER THE NEXT 12 MONTHS. PREPARATIONS FOR AQUATECH '78 IN SEPTEMBER CONTINUE ON SCHEDULE. THE CONSUMER GOODS SECTOR AGAIN PRODUCED A LARGE NUMBER OF PTO'S AND NEW BUSINESS ARRANGEMENTS, SEVERAL FOREIGN BUYER PROGRAM EVENTS WERE SUCCESSFULLY SUPPORTED AND OTHER GROUP VISITS TO THE U.S. ARRANGED. PTO OBJECTIVES WERE GENERALLY EXCEEDED; A TOTAL OF 191 PTO'S WAS SUBMITTED BRINGING THE COUNT FOR THE YEAR TO 476. END SUMMARY.

2. ALL CAMPAIGN ACTIONS REQUIRED BY JUNE 30 WERE COMPLETED AS STATED IN CCP EXCEPT:
A. CAMPAIGN ONE (CONSUMER GOODS). 57 TO'S SUBMITTED
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BRINGING TOTAL TO 135, EXCEEDING GOAL. 16 DUTCH BUYERS VISITED THE NATIONAL SPORTING GOODS ASSN. SHOW IN HOUSTON, JANUARY 1978 ACCORDING TO FINAL LIST OF INTERNATIONAL VISITORS. AT LEAST 6 DUTCH BUSINESSMEN VISITED THE SUMMER CONSUMER ELECTRONICS SHOW, JUNE 4-7, IN CHICAGO. SO FAR, 6 DUTCH BUYERS HAVE CONFIRMED THEY WILL VISIT NATIONAL HARDWARE SHOW, AUGUST, 1978 IN CHICAGO. UNDER FOREIGN

BUYER PROGRAM (FBP), FACILITATED VISITS TO U.S. OF KEY BUYER OF PEEK AND CLOPPENBURG, ASSISTING IN ARRANGEMENTS FOR FALL VISIT OF HEMA B.V. HOSIERY BUYERS, AND FACILITATING ONGOING FBP/LICENSING/JOINT VENTURE PROJECT WITH HAGEMEYER B.V. AND 8 LEADING U.S. ELECTRICAL EQUIPMENT MANUFACTURERS.

3. CAMPAIGN TWO (SECURITY SYSTEMS AND EQUIPMENT). SUBMITTED 4 TO'S BRINGING TOTAL TO 21 AND EXCEEDING OBJECTIVE. ASSISTED IN GROUP FLIGHT OF 320 DUTCH POLICE AND GOVERNMENT OFFICIALS TO U.S. MAY 31- JUNE 15. CAMPAIGN THREE (PROCESS CONTROL INSTRUMENTATION AND EQUIPMENT). MADE KEY PROSPECT CALLS WITH USDOC PROJECT OFFICER FOR PETROTECH '78 AND ASSISTED IN STAFFING B10 BOOTH. 4 TO'S SUBMITTED BRINGING TOTAL TO 15, EXCEEDING OBJECTIVE. NO ICA MATERIALS WERE RECEIVED.

4. CAMPAIGN FOUR (POLLUTION CONTROL EQUIPMENT AND INSTRUMENTATION). CONTINUED TO SUPPORT IMC PARIS WITH PREPARATIONS AND PROMOTIONAL CAMPAIGN FOR AQUATECH '78 AT AAI, AMSTERDAM, SEPTEMBER 19-23. SUPPORTED U.S. EXHIBITION AT PETROTECH BY MAKING PERSONAL CALLS AND STAFFING B10 BOOTH. NO MATERIALS RECEIVED FROM ICA. CAMPAIGN FIVE (CHEMICAL/PETROCHEMICAL PROCESSING EQUIPMENT). ASSISTED IN PROMOTING US PAVILION AT PETROTECH AND STAFFING B10 BOOTH. SUBMITTED 17 PTO'S, PRIMARILY RESULT OF VISITING UNCLASSIFIED

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EXHIBITORS AT PETROTECH AND COMPANY VISITS, FOR A TOTAL OF 33, EXCEEDING OBJECTIVE. UPDATING OF SECTORAL REPORT NOT COMPLETED DUE TO PRESS OF OTHER PROJECTS. REPORT WILL BE COMPLETED IN FOURTH QUARTER.

5. CAMPAIGN SIX (COMPUTERS AND RELATED EQUIPMENT). 13 TO'S SUBMITTED BRINGING TOTAL TO 27 AND EXCEEDING OBJECTIVE. 24 DUTCH BUSINESSMEN PARTICIPATED IN FBP VISIT TO NATIONAL COMPUTER CONFERENCE IN ANAHEIM, CALIFORNIA, JUNE 5-8. SECTORAL MARKET PROFILES SUBMITTED ON ELECTRONIC COMPONENTS (AMSTERDAM A-10). ARTICLES ON NATIONAL COMPUTER CONFERENCE APPEARED IN 4 TRADE JOURNALS. CAMPAIGN SEVEN (INCREASE TRAVEL TO U.S.) BOARD MEETING OF STICHTING VISIT AMERICA ON JUNE 22 DECIDED TO HOLD NEXT VISIT USA SEMINAR ON

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NOVEMBER 29, 1978 AND APPROVED THREE NEW SPONSORS BRING-
ING THE TOTAL TO 21. DURING THIS FIRST QUARTER OF OPERA-
TION AT ITS NEW LOCATION AT THE PAN AM OFFICE IN AMSTERDAM,
THE AMERICAN TOURIST INFORMATION SERVICE BOOTH HANDLED 229
TRAVEL TRADE REQUESTS AND 2,456 INDIVIDUAL INFORMATION
REQUESTS. ASSISTED PROMINENT JOURNALIST OF NATIONAL DAILY,
ALGEMENE DAGBLAD, TO PREPARE ARTICLES ON CHICAGO AND BOSTON.

6. OTHER SPECIAL POST EFFORTS. ACTIVITY NUMBER ONE (ENERGY
SYSTEMS). THIRD QUARTER ACTIVITIES WERE CONCENTRATED ON
THE U.S. PAVILION AT PETROTECH '78 WHOSE HIGHLY SUCCESS-
FUL OUTCOME INCLUDED \$3.1 MILLION IN SALES DURING THE
SHOW, \$36.9 MILLION IN SALES PROJECTED OVER THE NEXT
12 MONTHS, AND 20 SALES REPRESENTATIVES/JOINT VENTURE OR
LICENSING AGREEMENTS CONCLUDED (REF.C). OUR PRINCIPAL
ACTIVITIES INCLUDED: PREPARATION OF UNIVERSE LIST; PREP-
ARATION OF LIST OF BEST PROSPECTS AND POTENTIAL AGENTS/
DISTRIBUTORS; MAILING OF REPFIND BOOKLET; PERSONAL CALL
CAMPAIGN ON 80 KEY PROSPECTS IN CONJUNCTION WITH USDOC
PROJECT OFFICER; PARTICIPATION IN PRE-SHOW EXHIBITORS
BRIEFING; STAFFING B10 AT SHOW; PTO CAMPAIGN AMONG SHOW
EXHIBITORS, AND PREPARATION OF MARKET ANALYSIS SECTION
OF FINAL REPORT (WITH IMC COLOGNE).

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7. ACTIVITY NUMBER TWO (AUTOMOTIVE PARTS, ACCESSORIES AND
GARAGE EQUIPMENT) VISITED RAI ASSOCIATION TO BEGIN
PREPARATIONS FOR POSSIBLE GROUP FLIGHT TO APAA SHOW IN
NOVEMBER IN CHICAGO AND FOR PLANNED U.S. CATALOG EXHI-
BITION IN AUTOVAK, MARCH, 1979. ACTIVITY NUMBER FOUR
(FOOD PROCESSING AND PACKAGING). PREPARED 3 TO'S FOR A
TOTAL OF 7. AMENDMENTS AND ADDITIONS TO CONTRACTED GMS

WERE INCORPORATED AND SURVEY HAS BEEN APPROVED BY USDOC. ACTIVITY NUMBER FIVE.(BUILDING AND CONSTRUCTION MATERIAL AND EQUIPMENT). SUBMITTED 24 PTO'S, BRINGING TOTAL TO 43, EXCEEDING OBJECTIVE. ACTIVITY NUMBER SIX (ELECTRONIC INDUSTRIES). 3 TO'S SUBMITTED BRINGING TOTAL TO 10. ACTIVITY NUMBER SEVEN (ELECTRONIC COMPONENTS). 9 TO'S SUBMITTED MAKING A TOTAL OF 14. 18 DUTCH BUSINESSMEN BOOKED SO FAR FOR GROUP FLIGHT TO "WESCON" IN LOS ANGELES, SEPTEMBER 12-14. MARKET PROFILE COMPLETED. ACTIVITY NUMBER EIGHT(ASSISTANCE TO U.S. TRADE CENTERS IN EUROPE). PROMOTED DUTCH ATTENDANCE AT USTC PARIS EXHIBITION OF SECURITY SYSTEMS AND EQUIPMENT (MAY 30- JUNE 2) AT WHICH 8 DUTCH VISITORS REGISTERED, USTC LONDON "PCI '78" EXHIBITION (JUNE 5-9), AT USTC TANDEM EXHIBITIONS "ENVIRONMENTAL '78" IN LONDON (APRIL 3-6) AND PARIS (APRIL 11-14), AND AT US PAVILION AT "ANALYTICA", MUNICH, APRIL (IMC COLOGNE).

8. ACTIVITY NUMBER NINE (SUPPORT OF FBP). PROMOTED ATTENDANCE AT SEVERAL FBP EXHIBITIONS IN THE U.S. WITH GOOD RESULTS. ACTIVITY NUMBER FOURTEEN (LABORATORY INSTRUMENTS). SUBMITTED 2 TO'S FOR A TOTAL OF 31.

9. NON-CAMPAIGN ACTIVITIES: COMPLETED FOOTWEAR MARKET STUDY FOR UNDERSECRETARIAL TASK FORCE. MARKET STUDIES COMPLETED ON 2 TEMPA CASES. PROMOTION CAMPAIGN FOR GROUP FLIGHT UNCLASSIFIED

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TO NRA RESTAURANT, HOTEL-MOTEL SHOW, CHICAGO, MAY 20-24, RESULTED IN APPROXIMATELY 21 DUTCH VISITORS. UPDATING AND REVIEWING TOTAL COMMERCIAL NEWSLETTER MAILING LIST. CONDUCTING SURVEY OF RESULTS OF PTO SUBMISSIONS IN PERIOD OCTOBER 1, 1977- MARCH 31, 1978. A TOTAL OF 191 PTO'S WAS SUBMITTED BRINGING THE COUNT FOR THE YEAR TO 476.
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